

Rep Order# 6815345 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 101884

Printed: 05/21/2012 12:42 PM  
Last Received: 05/16/2012 11:28 AM  
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) OCEGUERA FOR CONGRE  
Product OCEGUERA 4 CONGRESS  
Estimate# 1184  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
1010 WISCONSIN AVE,S  
SU.800, WASHINGTON, DC 20007  
Agency C/P1/P2/E 104/111/1184  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$135.00	09/25-10/01	2	1	2	\$270.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$275.00	09/25-10/01	3	1	3	\$825.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$300.00	09/25-10/01	4	1	4	\$1,200.00	
	4	SA	7A-9A	SATURDAY TODAY	:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
	5	SU	7A-8A	TODAY ON SUNDAY	:30	\$175.00	09/30-09/30	1	1	1	\$175.00	
	6	SU	8A-9A	MEET THE PRESS	:30	\$340.00	09/30-09/30	1	1	1	\$340.00	
	7	TU-F,M	9A-10A	TODAY SHOW II	:30	\$150.00	09/25-10/01	2	1	2	\$300.00	
	8	TU-F,M	10A-11A	TODAY SHOW III	:30	\$160.00	09/25-10/01	2	1	2	\$200.00	
	9	TU-F,M	2P-3P	THE DOCTORS	:30	\$100.00	09/25-10/01	2	1	2	\$200.00	
	10	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$175.00	09/30-09/30	1	1	1	\$175.00	
	11	TU-F,M	3P-4P	DR. PHIL	:30	\$175.00	09/25-10/01	3	1	3	\$525.00	
	12	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$250.00	09/25-10/01	2	1	2	\$500.00	

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	13	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$250.00	09/25-10/01	2	1	2	\$500.00	
	14	TU-F,M	5P-630P	EARLY NEWS	:30	\$375.00	09/25-10/01	4	1	4	\$1,500.00	
	*15	TU-F,M	7P-730P	JEOPARDY	:30	\$350.00	09/25-10/01	1	1	1	\$350.00	
		Station Remark: V2 NOT NA - JEOPARDY 630-7P										
	*16	TU-F,M	730P-8P	WHEEL OF FORTUNE	:30	\$225.00	09/25-10/01	1	1	1	\$225.00	
		Station Remark: V2 NOT NA - WHEEL AIRS 7-730P										
	*17	SA	730P-8P	WHEEL OF FORTUNE	:30	\$135.00	09/23-09/29	1	1	1	\$135.00	
		Station Remark: V2 NOT NA - WHEEL AIRS 7-730P										
	18	M	8P-10P	THE VOICE	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	19	TU	10P-11P	PARENTHOOD	:30	\$900.00	09/25-09/25	1	1	1	\$900.00	
	20	F	9P-10P	GR1MM	:30	\$750.00	09/28-09/28	1	1	1	\$750.00	
	21	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$375.00	09/25-10/01	2	1	2	\$750.00	
	22	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$185.00	09/25-10/01	2	1	2	\$370.00	

---REPORT TOTALS---

Report Totals: 40 / \$11,265.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$9,290.00 Oct 12: 5 / \$1,975.00  
Sales Totals: 40 / \$11,265.00

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Station Totals: 40 / \$11,265.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$56,325

CAIV	0%	KBIR	0%	KINC	0%	KLAS	26%	KSNV	20%
KINV	21%	KTUD	1%	KVCW	4%	KVMY	6%	KVVU	22%
XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books MAY12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE